RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear John:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51845 7813

Source: https://www.industrydocuments.ucsf.edu/docs/tpmy0000

DOWLINGS, INC.

AUGUST DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED

PRODUCT PO # 727-A

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ 30¢ Off
12300-24194	*Full Flavor*	3
12300-24195	*Full Flavor 100*	3
12300-24196	*Light*	3
12300-24197	*Light 100*	3

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT $ AMOUNT: $3,895.32

PACKING / SHIPPING PAYMENT $57.00
(12 (6M) promoted case(s) @ $4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51845 7814

Source: https://www.industrydocuments.ucsf.edu/docs/tpmy0000

WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162301	113568	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT	05446	2	2	2	2	8			2725
162301	113608	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT	05454	2	1	7	3	13			2134
162301	475125	150-C1 CHAMPLAIN	FARMS TEXACO	COLCHESTER	VT	05446	1	1	1	1	4	1657-0000		
162301	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	3		3		6			
162301	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1	1	1	1	4	2681-0000		2513
162301	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	23	23	23	23	92	2681-0000		3499
162301	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1	1	1	1	4	2681-0000		3724
162301	615922	400-WN2 CHAMPLAIN	FARMS EXXON	WINOOSKI	VT	05404			1	1	2	1657-0000		
162301	664545	ALBURG EXXON SHORT	STOP	ALBURG	VT	05440	1	1	1	1	4	2681-0000		
162301	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1	1	1	1	4	2681-0000		
162301	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSH	VT	05447	1	1	2	1	5			
162301	727620	300-SA P.J'S MINIT	STOP EXXON	ST ALBANS	VT	05478			1		1	1657-0000		
162301	760317	330-SW CHAMPLAIN	FARMS EXXON	SWANTON	VT	05488	1	1	1	1	4	1657-0000		
163801	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	10	10	10	10	40	2681-0000		2858
163801	500924	SHORT STOP124	450 ESSEX ST	WILLISTON	VT	05495	1	1	1	1	4	2681-0000		2511
163801	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000		2448
163801	571864	260-M3 FASTOP TEXAC	108 STATE ST	MONTPELIER	VT	05602	1	1	1	1	4	1657-0000		
163801	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000		2449
163801	587759	20-B2 ROTARY MART E	103 SHELBURNE ST	BURLINGTON	VT	05401	1	1	1	1	4	1657-0000		
163801	590776	110 BE3 FASTOP EXXO	377 N MAIN ST	BARRE	VT	05641	1	1	1	1	4	1657-0000		
163801	595955	360-WF CHAPMPLAIN	FARMS GULF	WATERBURY	VT	05676	1	1	1	1	4	1657-0000		
163801	615925	170-DB CHAMPLAIN	FARMS EXXON	NEWPORT	VT	05855	1	1	1	1	4	1657-0000		
163801	615941	250-M2 STATE STREET	GULF (SERV STAT)	MONTPELIER	VT	05602	1	1	1	1	4	1657-0000		
163801	649433	190-ES CHAMPLAIN	FARMS EXXON	ESSEX JUNCT	VT	05452	1	1	1	1	4	1657-0000		
163801	670403	370-WB2 FASTOP EXXO	RT 100	WATERBURY	VT	05676	1	1	1	1	4	1657-0000		
163801	679268	320-SJ CHAMPLAIN	FARMS TEXACO	SAINT JOHNS	VT	05819	1	1	1	1	4	1657-0000		
163801	683709	90-BE1 DAVE'S TEXAC	13-15 SOUTH MAIN	BARRE	VT	05641	1	1	1	1	4	1657-0000		
163801	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1	1	1	1	4	2681-0000		
163801	715521	UNIVERSITY TEXACO	1118 WILLISTON RD	S BURL	VT	05403	1	1	1	1	4	1657-0000		
163801	740858	60-B6 CHAMPLAIN	FARMS TEXACO	BURLINGTON	VT	05401	1	1	1	1	4	1657-0000		
163801	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000		2539
163802	309215	350-WF CHAMPLAIN	FARMS EXXON	WAITSFIELD	VT	05673	1	1	1	1	4	1657-0000		
163802	437115	280-RD CHAMPLAIN	FARMS GULF	RANDOLPH	VT	05060	1	1	1	1	4	1657-0000		
163802	615934	130-BRN CHAMPLAIN	FARMS GULF	BRANDON	VT	05733	1	1	1	1	4	1657-0000		
163802	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1	1	1	1	4	2681-0000		2450
163802	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1	1	1	1	4	2681-0000		3352
163802	665502	230-MB CHAMPLAIN	FARMS TEXACO	MIDDLEBURY	VT	05753	1	1	1	1	4	1657-0000		
163802	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1	1	1	1	4	2681-0000		4430
163802	723336	220-LB FASTOP	LEBANON EXXON	LEBANON	NH	03766	1	1	1	1	4	1657-0000		
163802	742293	120-BTH CHAMPLAIN	FARMS GULF	BETHEL	VT	05032	1	1	1	1	4	1657-0000		
163802	755347	270-NF CHAMPLAIN	FARMS EXXON	NORTHFIELD	VT	05663	1	1	1	1	4	1657-0000		

PAGE BREAK TOTAL ACCOUNTS 41 TOTAL QUANTITY 74 70 82 73 299

TEMPLATE TOTAL ACCOUNTS 41 TOTAL QUANTITY 74 70 82 73 299

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Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- **Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's**
- **All displays/POS available for order in "eaches"**

40-PACK SHIPPER DISPLAY

item #541964

- **Small footprint**
- **Shipped pre-assembled with product and paster**
- **Price discount clearly communicated**

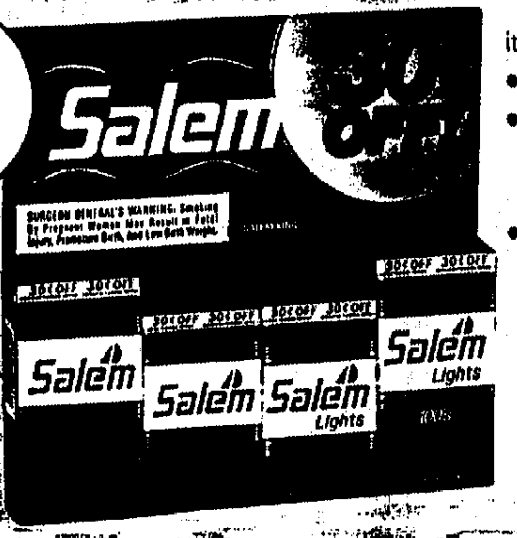
item #541970

- **Comes packed in shipper display**

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!



item #541973

- **Impactful 3-D pack replicas**
- **Designed to increase awareness in self-service and non self-service locations**
- **Must be ordered separately from shipper display**

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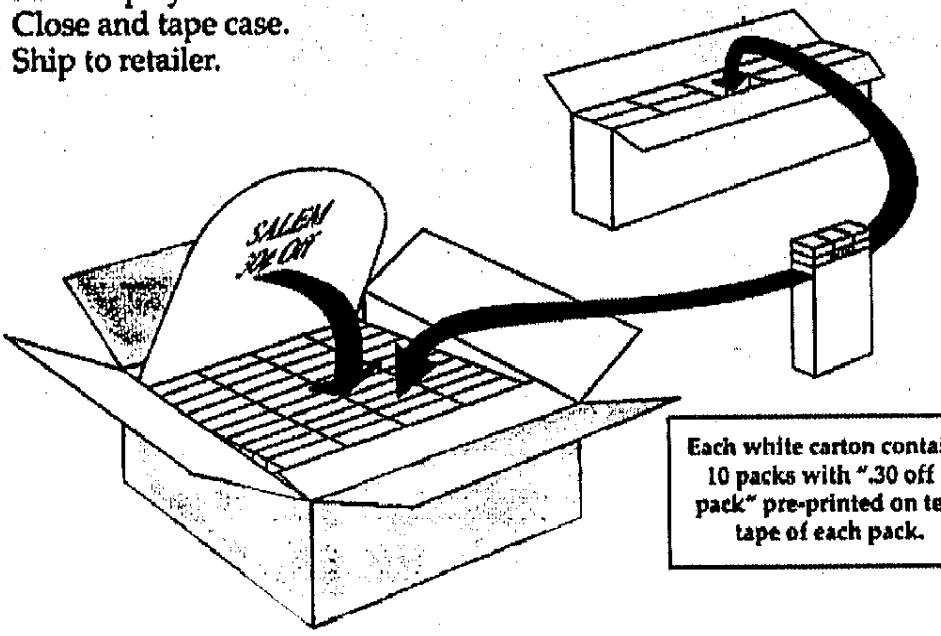
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE 3RD QTR. '98

August SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item# 541964
MSA Promotion Reporting Description: SAL_98_.30/1_PK_

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

7
6/3/98

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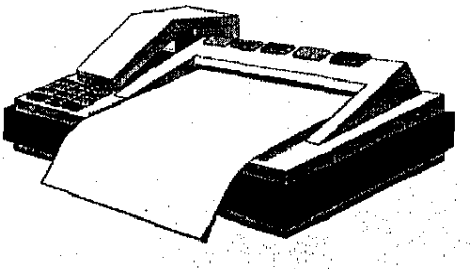
J. CAMPBELL
R. J. REYNOLDS TOBACCO CO.
(716) 634-4179
FAX (716) 634-3145

SENDING A FAX!!



DATE: 7-10-98

TO: J. MITIGUY (FAX #(802) 893-5110
Dowlings

NUMBER OF PAGES (INCLUDING COVER PAGE) 2

COMMENTS:

Hi John, PO Numbers have been set up as indicated on the attached correspondence. Any questions, please call.
Detailed correspondence will be mailed.

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DOWLINGS, INC.

AUGUST DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED

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AUGUST DELIVERY

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RJ REYNOLDS ID: JUL 10'98 11:31

TRANSMIT CONFIRMATION REPORT

NO.	:	001
RECEIVER	:	18028935110
TRANSMITTER	:	RJ REYNOLDS
DATE	:	JUL 10'98 11:31
DURATION	:	01'15
MODE	:	STD
PAGES	:	02
RESULT	:	OK

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